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SALES & MARKETING MANAGEMENT

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SERVICE CENTERS EVADE THE STEEL TRAP

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CONGRESSIONAL INFO SVC
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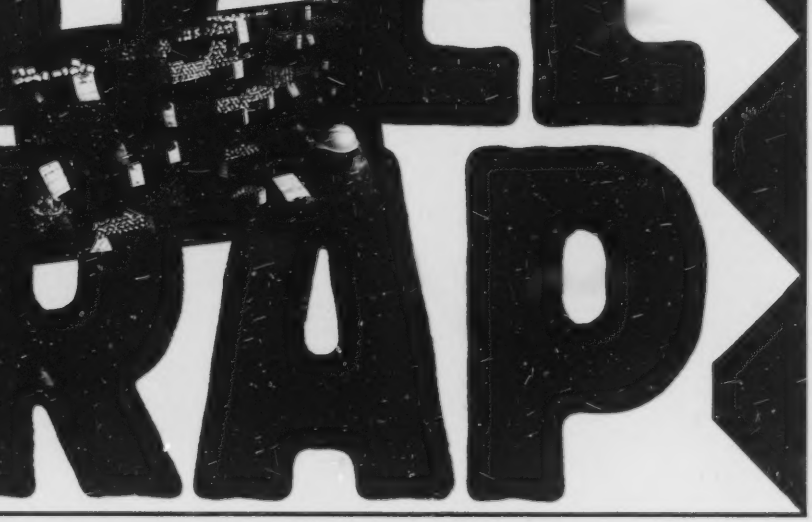
BETHESDA MD 20814



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An S&MM Special Section: Incentives

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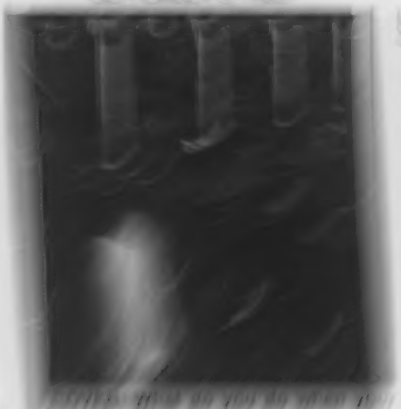

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Source: *Sales & Marketing Management's 1973-75 and 1983-85 Surveys of Buying Power.*
* Sales & Marketing Management

When in doubt, write your own software

System chips for graphics, sound, and screen management help turn an 8-bit microprocessor perform feats

Online database industry's flashy future			
	1984 $ Mil	1990 $ Mil (1984 $)	Annual Growth Rate
Online database industry market size			
Optimistic projection	$1,811	$6,250	23.0%
Conservative projection	1,811	3,405	11.1
Business information services	1,400	4,850	23.0
Number of online users	500,000	2,053,000	26.5

Source: Business Communications Co. (BCC), Stamford, Conn.

Business information services and sales to marketers are expected to match overall industry growth rates. Noting that 10% of 17 million PCs installed in offices and homes have modems, BCC expects the communication devices to increase 30% a year as prices edge downwards. Other growth factors that will spark the industry: greater flexibility in selling approaches, such as cheaper "after-hours" rates, and technological advances, such as laser/optical disk storage. News-oriented databases will be the fastest-growing segment, BCC says, followed, in order, by consumer, business information, science/technology, and professional.